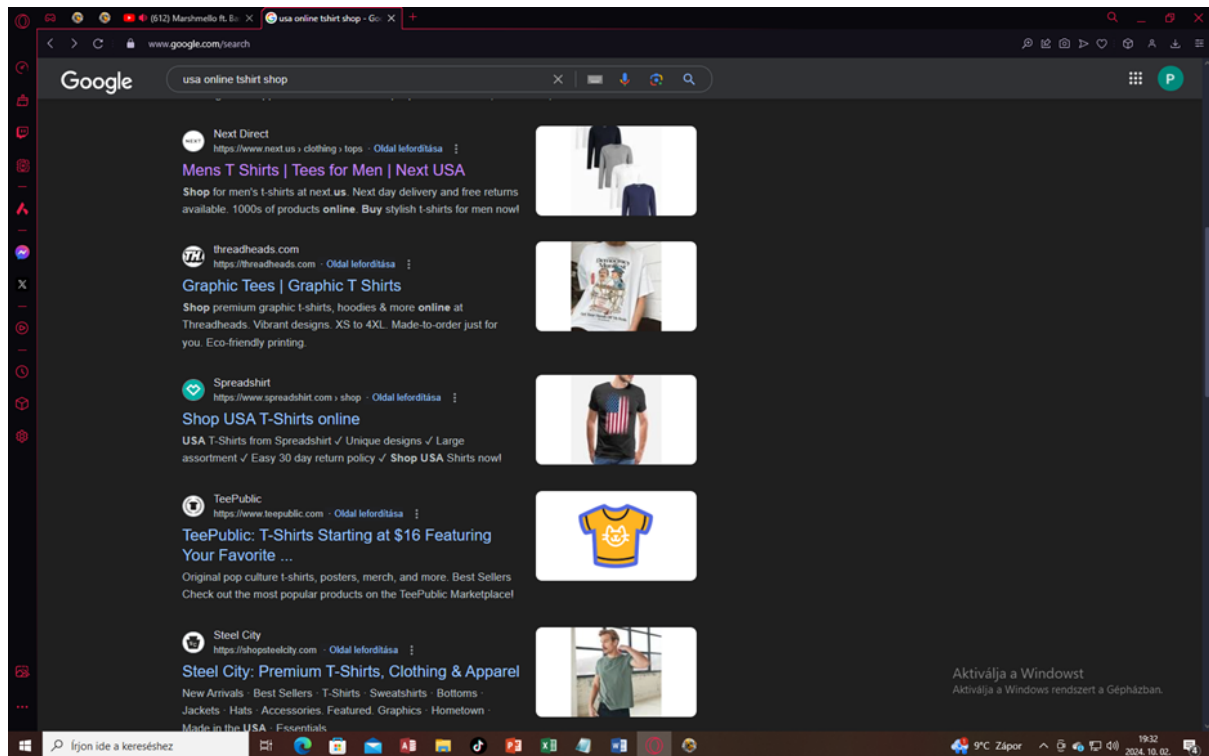


Hello!

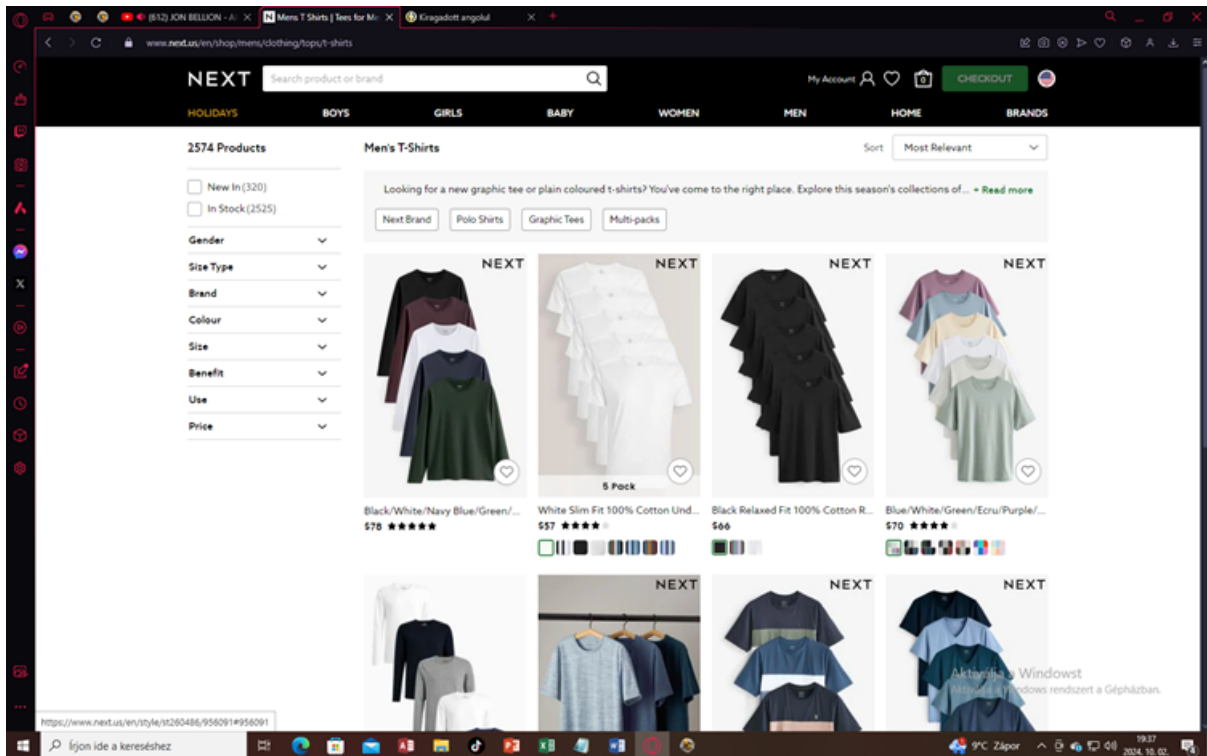
I have created examples for myself for learning purposes. I would love to see comments on this doc about critics, advice, things that I may have missed out.

Example of Active attention

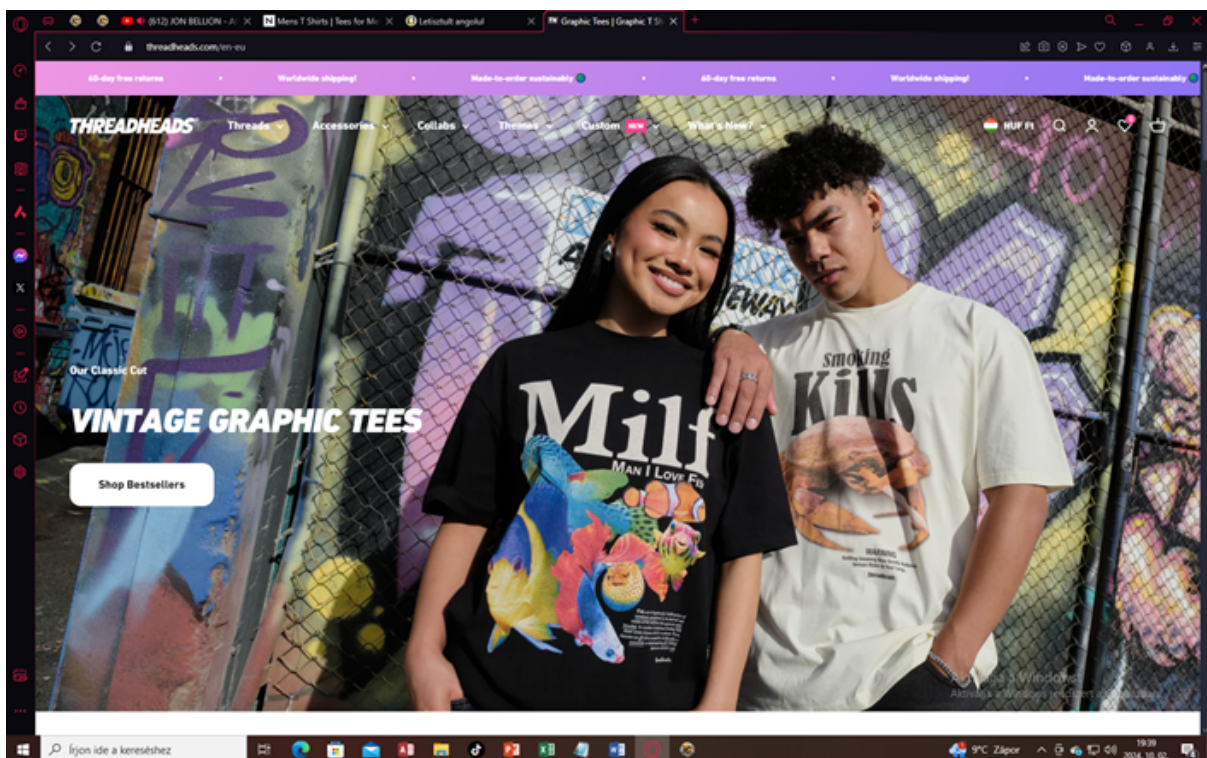


Mens T-Shirts

Imponizig, because compared to the other options, they represent multiple choices of their stock. Also, the image is not overcomplicated. I feel the background on the 5th picture is unnecessary. The logo on the 4th picture does not tell me anything about the website itself. The 3rd and the 2nd pictures are just taken out of the list of stocks. they are not different from any other clothing shops, average.



After Opening the website, I see a clear-out webpage, where I can easily sort, it is not overcomplicated like at many other websites. An opposing example the following website:



This is the page that welcomes you after opening the website. There are no sorting possibilities for the first click, you have to select from the top, and then afterward you can sort.

The easiness of handling a website makes it more charming from my perspective, furthermore, the advertising does not convince me. „Shop Bestsellers“. I would rather be convinced by something like: „Do not miss out on the most popular clothing“ and underneath that text, I would add women and unisex options. It would be more charming, also more comfortable.

Example of passive attention:

This advertisement is a great example in my opinion of this type of attention, because It shows the product, names the target audience, (dog owners), and in our unconscious mind makes us think that with that five-star review, this has to be a good product, because others think it is. The Limited time offer text also motivates us to buy it ASAP, because we may not have access to this product in the future.

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...AND the only subscription dog food service that preps, mixes and packs food in our own USA kitchens.... [See more](#)

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Thank you for your attention!